

## National Prevention Week 2017

### WHAT IS NATIONAL PREVENTION WEEK?

National Prevention Week is a SAMHSA-sponsored annual health observance dedicated to increasing the prevention of substance use and promotion of mental health. The observance brings individuals, organizations, coalitions, states, and communities together through local events to raise awareness about the importance of preventing substance use and mental disorders.

### WHEN IS NATIONAL PREVENTION WEEK?

National Prevention Week takes place **May 14–20, 2017**. Near the kickoff of summer, this is an ideal time for communities to come together and rally around prevention. National Prevention Week is also timed to allow schools to take part in a prevention-themed event before the school year ends, raising awareness among students of all ages.

### WHAT'S THE THEME OF NATIONAL PREVENTION WEEK 2017?

The National Prevention Week 2017 theme is “Making Each Day Count.” This theme highlights the important role that individuals and communities alike have in helping people lead healthy, productive lives and in raising awareness about the importance of substance use prevention and promotion of mental health.

### WHAT TOPICS DOES NATIONAL PREVENTION WEEK ADDRESS?

Six of the seven days during National Prevention Week have a suggested health topic that organizations and coalitions can use to guide the focus of community events:

- Prevention of Youth Tobacco Use (Monday, May 15)
- Prevention of Underage Drinking & Alcohol Misuse (Tuesday, May 16)
- Prevention of Prescription & Opioid Drug Misuse (Wednesday, May 17)
- Prevention of Illicit Drug Use & Youth Marijuana Use (Thursday, May 18)
- Prevention of Suicide (Friday, May 19)
- Promotion of Mental Health & Wellness (Saturday, May 20)

### WHO GETS INVOLVED IN THIS OBSERVANCE?

Community-based organizations, schools, community leaders, and behavioral health coalitions are the primary hosts of local National Prevention Week events. However, everyone can take part in National Prevention Week and plan events around one or all of the National Prevention Week topics.

## WHAT TYPES OF EVENTS DO ORGANIZATIONS HOST DURING NATIONAL PREVENTION WEEK?

Since the first observance of National Prevention Week in 2012, hundreds of community events have been held in nearly all U.S. states and territories. Events may include, but are not limited to:

- School assemblies featuring guest speakers;
- Health fairs;
- Community fun runs;
- Television and radio public service announcements;
- Media campaigns to raise awareness about behavioral health issues and local resources; and
- Twitter chats with key community leaders.

Many communities also involve their local leaders and state policymakers in National Prevention Week by asking them to issue a proclamation recognizing National Prevention Week in their state or community and informing others about the observance on social media.

## WHAT TOOLS ARE AVAILABLE TO HELP ME PARTICIPATE IN NATIONAL PREVENTION WEEK?

- SAMHSA has a suite of tools and resources available to help organizations plan, promote, and carry out prevention-themed events. Visit [www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week) to access these resources.
- Stay connected through the Prevention Works email distribution list on the [NPW home page](#) for NPW Challenge news and general NPW updates.
- The [National Prevention Week Challenge](#) provides an opportunity for communities and individuals to participate in promotional efforts through social media. Show us how you make each day count by joining the NPW #PreventionPower monthly challenge. Each month, there will be a new challenge question for you via social media using the #PreventionPower hashtag. Check the NPW Challenge web page often to see what prevention ideas and stories others are sharing, and challenge your friends and your community to take part, too. Learn more at [www.samhsa.gov/prevention-power-challenge](http://www.samhsa.gov/prevention-power-challenge) and receive Challenge updates through the [Prevention Works email distribution](#) list.